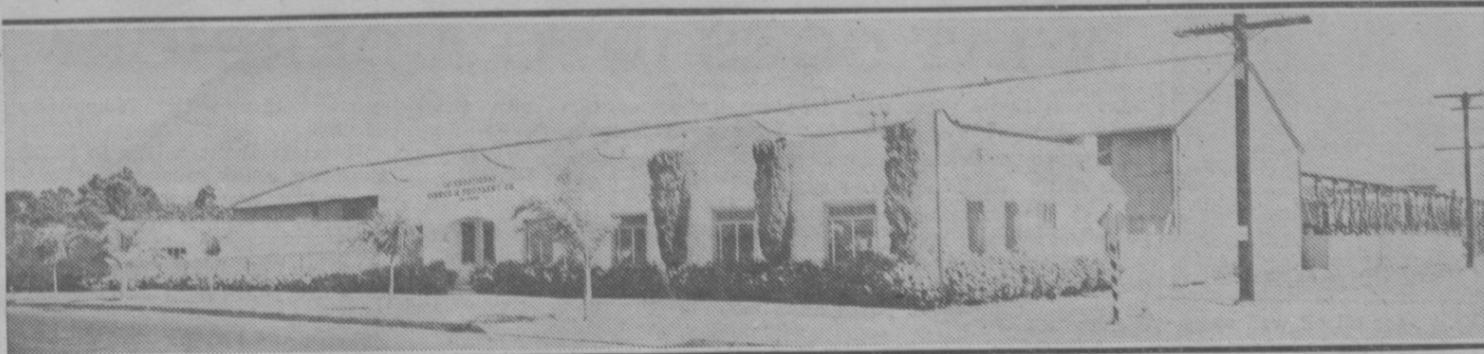


From GIRDERS to GARDENIAS!

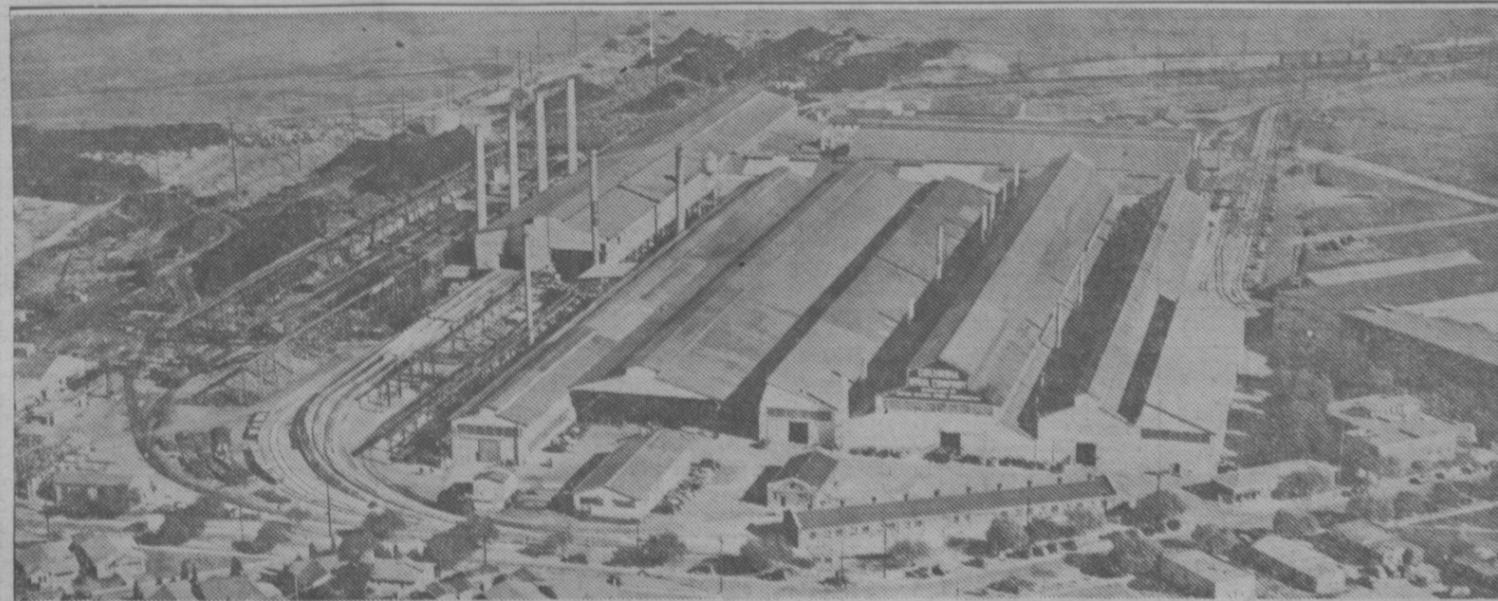
Here's Local Industrial Directory

READING like a cross-index of the Southland's manufacturing directory, the list of Torrance industrial firms includes a wide variety of products—from bath salts to fishing lures, from girders to gardenias. Here is the latest directory of Torrance manufacturers, compiled especially for this edition:

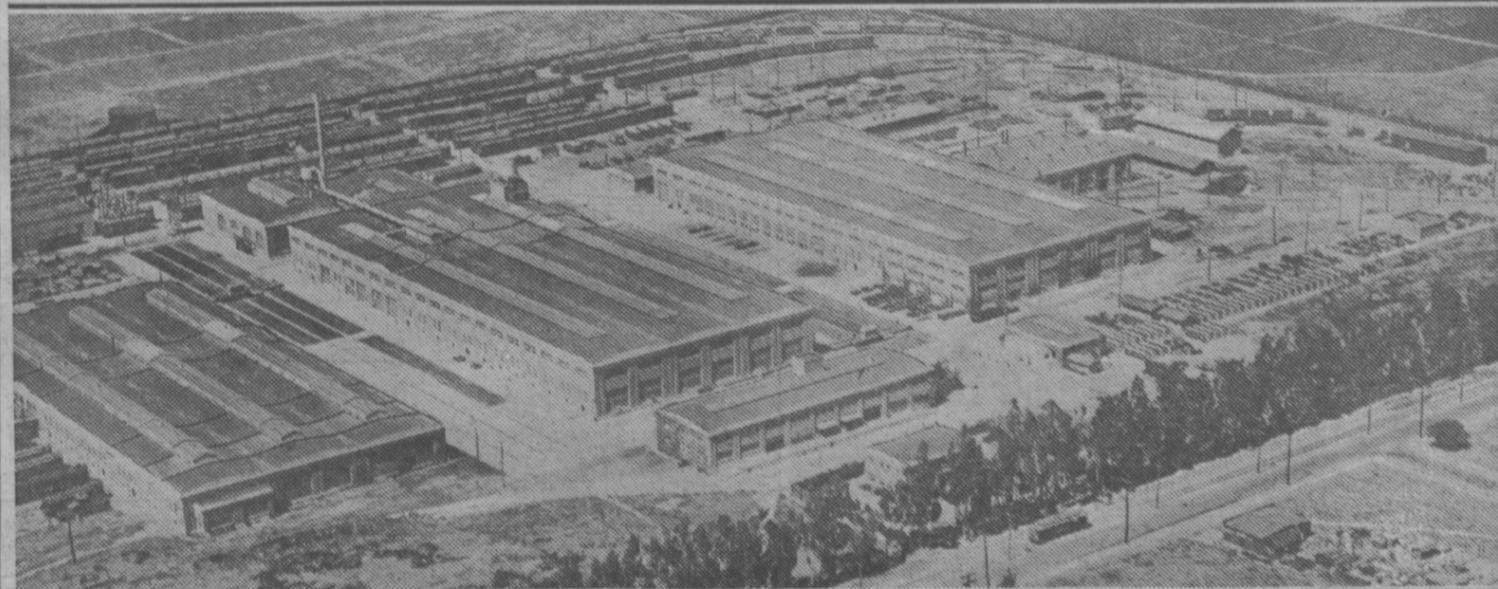
- American Magnesite Co.**
Bath and Epsom salts, milk of magnesia, witch hazel.
- Automatic Printing Co.**
Printing
- Axelson Manufacturing Co.**
Oil well pumps, sucker rods.
- Richard R. Ball**
Blasting sand, plaster sand.
- E. H. Barlow Oil Tool & Machine Works**
Oil well tools and machinery.
- Barrington Welding Works**
Welding.
- Basich Brothers Construction Co.**
Pavement, roads, highways.
- Blackwell & Sunde**
Hydraulic oil tools, tanks, pipe machines, adjustable rig braces, pipe straighteners, chrome nickel tools, adjustable draw works braces, bailers, surveying devices, perforated casing, hydraulic chucks, liner pullers.
- Builders Brick Co., Ltd.**
Common brick.
- California Oil Tool Co.**
Oil well tools, supplies.
- Chanlor-Canfield Midway Oil Co.**
Oil producers, fully improved industrial sites.
- Citizens Truck Co.**
Trucking, transportation.
- Coast Insulating Co.**
Insulating materials, mineral wool, acoustical materials.
- Colline Gasoline Corp.**
Casinghead gasoline.
- Columbia Steel Company**
Open hearth steel and rolling mill structural shapes and reinforcing bars, steel castings, black and blue annealed and galvanized sheets.
- Consolidated Lumber Co.**
Sash and doors, planing mill.
- D. & B. Pump Supply Co.**
Oil well machinery.
- D. & M. Machine Works**
Pump pistons, oil well equipment, universal hardened and ground rods, industrial and domestic rubber hose.
- Dicalite Co.**
Diatomaceous earth products, insulation, filtration, filler, admixture.
- General Petroleum Corp. of Calif.**
Gasoline, kerosene, motor oils, greases, diesel fuel, fuel oil, domestic burner oil.
- Higgins Brick & Tile Works**
Brick, tile.
- Hughes-Mitchell Processes, Inc.**
Zinc products, paint pigments, sulphuric acid.
- Hydril Co.**
Steam engines and oil drilling equipment and tools.
- Insulation Products, Ltd.**
Lineman's protectors.
- International Derrick & Equipment Company of California**
Oil well derricks and supplies.
- Jordan & Taylor, Inc.**
"JAT" gas-tributor, displacement pump and other valves.
- King's Nursery**
Propagation of flowers, bushes, horticulture.
- Mayfair Creamery**
Butter and cheese.
- M. & M. Transfer**
Trucking, transportation, storage.
- Max Pons Co.**
Manufacturers of distinctive novelties in brilliantly colored straw mosaic.
- National Supply Co. of California**
Rotary and cable tool drilling equipment, emergency guy wire slides, rotary hose clamps, pumping units, reduction gears, rotary slips, sprocket chains.



The International Derrick and Equipment Company of California has its main manufacturing plant located in Torrance



This is a new air-view of the Torrance plant of the Columbia Steel Company—a subsidiary of U. S. Steel Corporation



The Torrance shops and general stores of the Pacific Electric Railway Company were among the original industries here

- Pacific Electric Railway Co.**
Interurban electric railway car and bus repair shops.
- Pacific Perforating Co., Ltd.**
Perforating oil well casing.
- Pacific Smelting Co., Inc.**
Zinc, zinc chloride solution, lead, battery lead, and lead oxides.
- Rubbercraft Corp. of California**
Mechanical rubber goods, motion picture specialties, rubber cushions, molded rubber goods, oil well rubbers, gaskets, radiator hose, air cushions, non-skid bathmats, rubber balls, packings and oil well specialties, windshield specialties.
- Salm Manufacturing Co.**
Abalone pearl-handled manicure sets and pocket knives, picture frames, lamps, candleholders, salt and pepper shakers, ash trays, compacts, brooches, thermometer novelties, redwood burls, fireplace crystals, fishing lures and tackle.
- Shell Oil Co. of California**
Oil producers.
- Soule Steel Co.**
Steel joists, steel sash and doors.
- Standard Oil Co. of California**
Oil producers.
- Standard Gasoline Co.**
Natural gasoline.
- Standard Pipe and Supply Co.**
Oil well supplies.

- Star Brick & Tile Co.**
Brick and tile.
- Sunset Pacific Oil Co.**
Gasoline, kerosene, diesel, fuel and lubricating oil, grease.
- Superior Oil Co.**
Oil producers.
- Texas Co.**
Natural gasoline.
- Thermo Phase Engine Corp.**
Gas engines.
- Torrance Bakery**
Bakery goods.
- Torrance Brass Foundry**
Moulders of brass and other high-temperature metals and compounds.
- Torrance Gasoline & Refining Co.**
Natural gasoline.
- Torrance Herald**
Newspaper and magazine publishing, commercial printing.
- Torrance Laundry & Dry Cleaning Co.**
Steam laundry, Prosperize cleaning.
- Torrance Lumber Company**
Lumber and building materials.
- Torrance Non-Ferrous Metal Products Co.**
Aluminum and brass castings, ingots.
- Torrance Plumbing Co.**
Metal shapes.
- Torrance Sanitary Dairy**
Butter and cheese.
- Torrance Sash & Door Co.**
General planing mill work,

- sash, doors, screens, carved wood letters.
- Torrance Upholstery Co.**
Upholstery.
- Union Oil Company**
Oil producers.
- United Concrete Pipe Corp.**
Concrete pipe, moulded and centrifugal.
- White Manufacturing Co.**
Poultry equipment and supplies.
- Whitie Welding Service**
Welding.
- Whitney's Bakery**
Bakery goods.
- T. H. Wright**
Horticulture; especially gardenias, orchids.

Exotic Flowers Cultivated In Torrance Fields

In the fields surrounding Torrance, truck farms and nurseries specializing in everything from the aristocratic orchid to the ubiquitous geranium flourish and send their earthly products to the far places of the world. Long known for its vegetable production, the Torrance area has lately come into prominence for the rare blossoms and plants cultivated in greenhouses equipped with every device for propagation of green stuff.

Principal garden crops are celery, tomatoes, beans and cauliflower while the nurseries develop landscaping and cut flowers which have won the respect of all Southland gardeners and U. S. dealers in exotic blooms.

Most of the nation's supply of gardenias come from the Torrance area, according to recent national florist surveys while the Torrance-grown orchids are shipped by plane to every part of the country.

GAIN IN VALUES

This city's total assessed valuation for 1938-39 is \$20,500,100—a gain of \$1,545,505 over last year's \$18,945,595.

Beach Pleasures Here Center On Riviera Clubhouse

Located on the mile of surf-washed beach that lies within the city limits of Torrance, the Hollywood Riviera club offers exceptionally attractive recreational facilities to industrial executives and their families. In addition to commodious dining rooms, cocktail lounge and dressing quarters, the clubhouse has a splendid collection of modern oil paintings on permanent exhibit in its beautiful main lobby.